



**McDowell Road/South Scottsdale Economic Development Task Force  
ASU SkySong, Convergence Conference Room #129  
1475 N. Scottsdale Road  
Scottsdale, AZ 85257  
January 7, 2010  
APPROVED MINUTES**

**Present:** Tom Sadvary, Chairman  
George Adams  
Jim Atkinson  
Michael Fernandez  
Jeremiah Foster  
Ed Gawf  
Todd Hardy  
Sonnie Kirtley  
Virginia Korte  
Eric Larson  
Wendy Lyons  
Tom Mason (arrived at 8:09 a.m.)  
Jay Petkunas

**Absent:** Kurt Brueckner  
Paul Messinger

**Staff:** Rob Millar  
Greg Bestgen  
Christy Hill  
Mark Hunsberger  
Connie Padian  
Erin Perreault  
Dave Richert  
Harold Stewart  
Kit Weiss

**Others:** Nancy Cantor  
Norwood Sisson  
Margaret Sullivan

**CALL TO ORDER/ROLL CALL:**

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Chairman Sadvary called the regular meeting of the McDowell Road/South Scottsdale Task Force to order at 8:07 a.m. A formal roll call confirmed the members present as stated above.

**1. Approval of December 10, 2009 Summarized Meeting Minutes (Action)**

Sonnie Kirtley noted a correction on the third paragraph of page 2. Councilman Ecton stated that he attends the Discovery Triangle meetings as a private citizen.

**SONNIE KIRTLLEY MOVED TO APPROVE THE DECEMBER 10, 2009 MCDOWELL ROAD/SOUTH SCOTTSDALE ECONOMIC DEVELOPMENT TASK FORCE MEETING MINUTES. TODD HARDY SECONDED THE MOTION, WHICH CARRIED UNANIMOUSLY BY A VOTE OF TWELVE (12) TO ZERO (0).**

**2. Staff and Task Force Update (A.R.S. 38-431.02 (K)) (Discussion Only)**

Chairman Sadvary told the Task Force members that their work is now in the final phase and reminded them that the findings will be presented to City Council on February 9. He thanked everyone for agreeing to hold longer meetings in order to accomplish their work. At the current meeting, a guideline would be presented as an outline and Ms. Kit Weiss would facilitate.

Kit Weiss asked everyone to share their vision for McDowell Road.

Michael Fernandez said that retail and research uses are lacking. He has spoken with community groups who want more retail. Buses and trolleys would provide cost-effective transportation.

Jeremiah Foster said the area could be an interesting microcosm of a multi-use area. He would like this area to be the spark for the revitalization of south Scottsdale with energy and innovation, and to be an anchor to the residential community.

Sonnie Kirtley wanted to see local services. She cautioned against competing with Downtown Scottsdale.

Jim Atkinson would like entertainment and definitely more retail. Residents would like a Super Wal-Mart and restaurants. He suggested programs for homeowners to spruce up their properties.

George Adams commented that probably everyone would agree that the area should be vibrant, whether that is achieved through retail, entertainment, research, or something else. It is imperative to provide a vehicle for people to choose to come into the area, noting many empty storefronts and parking lot design that discourages new businesses from locating there. They need to create an environment where people want to spend time. If retailers are not supported by the community, they will not stay in the area.

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Wendy Lyons said all the presentations were beneficial. She believes they should create a western gateway for Scottsdale at Papago Park and the opportunity there. They should also work with the Salt River Maricopa Pima Indian Community, especially with regard to their plans for entertainment. A unique design is needed to create a destination. The area must be easily accessible and walkable with green design principles. This should be designed to attract knowledge workers and young professionals.

Virginia Korte saw this area as becoming the hub or connector to the rest of the region: Phoenix, Tempe, and Mesa. The connection includes transportation and higher education, research, and technology. They need to create a sense of place and opportunities for public transit synergy.

Eric Larson said that this area has the opportunity to be a hub or key point in a more regional viewpoint. Once the opportunity has been created, retailers will locate there and the neighborhood will become more vibrant.

Jay Petkunas said that (1) the current neighborhood atmosphere needs to be embraced and enhanced. (2) They need to foster connectedness, not just transportation. (3) They need to create the zoning flexibility that will stimulate development. He agreed with Sonnie Kirtley's point about not corrupting what is being done Downtown.

Tom Mason said he is now in favor of more shopping and restaurants.

Ed Gawf said the central asset of the McDowell corridor is Scottsdale Road. That intersection is key property and the key to the revitalization of south Scottsdale. McDowell Road needs to be placed into the context of the overall General Plan for the City. Downtown is the regional center; McDowell would complement that. He believes the proper regional connection is between Downtown Scottsdale, downtown Tempe, ASU and the Scottsdale Road corridor. He pointed out that Scottsdale's connection with Phoenix is really along Camelback Road to 24th Street. He sees this L-shaped area along the Camelback Corridor as the center of the Valley over the next 20 years. McDowell needs to support that concept, and it may be appropriate to focus on sub-areas. West of Scottsdale Road the priority should be to retain the car dealerships as long as possible because of the sales tax they generate. Office and residential buildings could go into that area. East of Scottsdale Road the two anchors are SkySong and General Dynamics. Strong neighborhoods are critical, which entails supporting the school system. Government should facilitate the marketplace, not attempt to replace it. Finally, to be successful, a shared vision between City Council and the community is essential.

Chairman Sadvary said they need to balance creating a special destination niche with integrating with the community. He pointed out that the parks in Indian Bend Wash to the east of Scottsdale Road are also an important asset. Leveraging SkySong is critical.

Todd Hardy agreed that they need to create a compelling live/work/play environment. It needs to be green and walkable, with easy access and shopping, taking advantage

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of existing natural and commercial assets. They must be mindful to create attractive conditions to take advantage of expected growth in the metro area.

Kit Weiss introduced Greg Bestgen and Christy Hill, who were in attendance to scribe. She noted that Planning staff was present to answer questions. Ms. Weiss suggested that if controversial topics arise, the Task Force members could discuss them for about three minutes, then “put them in the parking lot” and move on to another topic even if consensus has not been reached. Later they would revisit these questions and see whether it is possible to reach consensus in the light of other discussions. Task Force members agreed that the three-minute guideline was fair.

Chairman Sadvary asked the speakers to use their microphones for the benefit of the public. He asked Kit Weiss to allow time for staff updates and public comments at the end of the meeting. She agreed to take the last 15 minutes of the meeting for that. Ms. Weiss told the Task Force members that she needed everyone’s input on each topic. In reply to a question from Jeremiah Foster, she clarified that the majority (but not everyone) on the Task Force would have to agree for a point to be in the final report.

Ed Gawf asked whether every topic would be discussed for three minutes, and Kit Weiss said that if there was general agreement, discussion would be minimal and would not take that long. They would have a three-minute discussion on topics where peoples’ opinion differed. Mr. Gawf suggested that if they discussed the shared vision first the questions might be answered more quickly.

Chairman Sadvary said that based on the exercise they had started this meeting with, they could start the next meeting with a shared vision discussion. Staff might prepare a shared vision statement for discussion. Kit Weiss agreed.

Kit Weiss started with the first question: Should a McDowell District be identified?

Jeremiah Foster asked what the purpose of the district would be, noting that it goes back to Ed Gawf’s point about the vision statement. Erin Perreault replied that when the smaller group met the question of identifying a district came up, and this is really up to the Task Force.

Saying that he had been part of that discussion, Michael Fernandez said that the group was concerned that the expression “McDowell Corridor” has such a negative connotation.

Kit Weiss pointed out that question #2 regards identifying a brand. Erin Perreault explained that Council approved a designated redevelopment district in 1996. Connie Padian said that a name could relate to branding. If incentives are offered or zoning districts are modified, it would be necessary to have clearly defined boundaries for implementation.

Jeremiah Foster said they need to identify a commercial area. His preference is option C, but to draw the boundary at Earll Drive rather than Thomas Road. They

need to do a better job of allowing each individual residential neighborhood in south Scottsdale to identify and promote themselves, and develop a personality. Kit Weiss said that is part of the neighborhood planning process. She reviewed the various options, referring to the maps on display. Mr. Foster said that he would like options C and D to go north of Thomas Road on Hayden. Ms. Weiss agreed that they could do that.

Virginia Korte was concerned that this area has some huge challenges and the Task Force must retain focus. Option B has already been defined. She would recommend achieving success within those boundaries and then considering expansion of the boundaries.

Ed Gawf asked staff what benefits accrue from the Redevelopment Area designation. Connie Padian agreed that eminent domain is the main benefit defined in the State statute. Another benefit is a modification to the Planned Regional Center zoning district, which allows a PRC to be as small as 10 acres. Enhanced municipal services are restricted to redevelopment areas. Mr. Gawf said to his thinking the district is the whole area between Downtown Scottsdale and downtown Tempe. He reiterated that the intersection of McDowell and Scottsdale Roads is key. He sees the rest of McDowell Road as sub-districts. The auto zone district west of Scottsdale Road is unique. The other parts of the McDowell corridor each have their own characteristics. He clarified to Kit Weiss that he was talking about enhancing the intersection of McDowell and Scottsdale Roads as the midpoint between Downtown Scottsdale and downtown Tempe/ASU. That is the point along the McDowell corridor which should be intensified.

Saying that he owns property in Downtown Scottsdale, Michael Fernandez told the meeting that being in a redevelopment district makes it very difficult to obtain financing. As soon as the redevelopment designation was removed, billions of dollars were invested in the area. The danger of condemnation is very serious. No amount of discussion will encourage development when an area is under a redevelopment designation.

Jim Atkinson added that they need to look at Scottsdale Road as a whole. The redevelopment designation should be lifted since redevelopment is already taking place. The entire length of Scottsdale Road should be included from top to bottom without skipping any sections.

Todd Hardy said too many issues are being mixed into the first question. He had understood this question as conceptual: Do they need to assign boundaries at all? Aside from the need for boundaries for planning tools as described by staff today, he believed that boundaries are needed for branding although he is not ready to define them. Boundaries can be set once they have decided what they want to do in terms of redevelopment.

George Adams echoed Todd Hardy's remarks. Once they determine what they want to do, the boundaries will be easier to define.

Jay Petkunas moved that everyone agreed there should be boundaries and that this question should be put in the parking lot to be revisited later. The actual boundaries should be defined at the end of the process. Kit Weiss asked for head nods if people agreed to this. There was consensus to revisit the question of boundaries at the end of the process.

Kit Weiss noted that the second question was should the area be branded? Several Task Force members said yes. Wendy Lyons pointed out that to decide what the brand is, one must first have a vision. Todd Hardy said that ultimately this cannot succeed without branding. In response to Ms. Weiss's question, everyone indicated consensus that the area needs to be branded. Ed Gawf reminded everyone that a previous presenter had told them one of the difficulties of south Scottsdale is that it is betwixt and between and does not have a clear identity.

Jim Atkinson moved that the area be branded. Todd Hardy seconded the motion, which passed by a unanimous vote of thirteen (13) to zero (0).

Todd Hardy suggested that staff provide information about how the previous boundaries were chosen to help the Task Force when they revisit Question 1. Michael Fernandez recalled that those boundaries were set by City Council because of the Los Arcos redevelopment plan in 1996. Rob Millar confirmed that the report is available online. Kit Weiss inquired whether they needed any additional information. Mr. Hardy said that he does not know who drafted the options on display, or why they were done. Rob Millar explained that the options came from discussions over the last few months with various stakeholders. In response to a follow-up inquiry from Ms. Weiss, Mr. Hardy said it would be helpful to have as much background material as possible that explains how they got to the present point.

For clarification, Chairman Sadvary asked whether they are looking at a district to understand the boundaries, or because money or expedited review might be incentives offered to a district. Rob Millar conceded that district may not be the appropriate term. He said that when the Task Force presents its findings it will be helpful if boundaries are defined. He agreed with Chairman Sadvary's summation that the area within the boundary will not necessarily receive any special consideration or funding, although it might.

Jeremiah Foster said that maybe they should assign individual visions to smaller areas when they revisit this. Kit Weiss agreed that they could do that.

Question 3 is "identify your preferences with regard to land use in the area." Tom Mason asked to move that to the parking lot until question 4 has been discussed. Ed Gawf opined that they should start by discussing question 3.

Michael Fernandez preferred version A, local, because it focuses on this area. Eric Larson disagreed. Retailers will not be enticed by a purely local focus. They need to think in regional terms. Kit Weiss told the Task Force that they can add new options or choose more than one option. Michael Fernandez said that Fashion Square is the regional draw.

Tom Mason said option G, "all of the above" fits his idea of regional in question 4.

Virginia Korte agreed with option B entirely. As for some land uses taking precedence over others, she believed that they need to create a housing component. The demographics do not support retail and must be built up to support the retail that residents would like.

Jeremiah Foster said the key is that they need regional appeal. This is one of the largest opportunities to create employment. As Scottsdale approaches build-out, this is an excellent opportunity to create an economic engine. This could be employment for knowledge-based workers or light industrial.

Returning to demographics, Michael Fernandez pointed out this is the most densely populated area of the City. He disagreed with Virginia Korte's remark that the demographics would not support retail development. George Adams said there is a distinction between density and demographics. Wendy Lyons agreed. Tom Mason said the problem with option B is that the neighbors will be irate, and he does not blame them. The only people to benefit would be the property owners.

Chairman Sadvary did not think that a focus on regional versus local is mutually exclusive. It could be argued that for years McDowell Road did in fact have regional appeal, since Los Arcos was one of the first malls in the Valley. They need to find a niche for that area that will not compete with Downtown Scottsdale or Tempe. In addition, it must support and integrate with the needs of the local community.

Ed Gawf said that the car dealers, General Dynamics, and SkySong are clearly regional. Most of the other proposals could be local or regional, depending on the market. Perhaps the real question is: Do they want a uniquely regional draw? Sonnie Kirtley requested a clear statement for consideration. Kit Weiss formulated that they would develop an area that has regional and local appeal with a unique regional draw. Several Task Force members wanted to vote. Mr. Gawf said in order for him to vote he would need to consider all the proposals they have heard, plus any others that people might have about regional opportunities. The question is, are they going to support something unique there. Ms. Weiss said that is a question in the next section. Mr. Gawf told her that until he knows the answer to that he does not feel he could vote.

Sonnie Kirtley said that looking at Scottsdale Road between McKellips and McDowell Roads, there is a series of small, shallow lots. This is excellent for developing local retail services. The densely populated areas where residents are screaming for more retail are adjacent. Option A works. She added that option B works because of the length of McDowell Road. The Task Force has discussed that Indian Bend Wash is not fully used for appropriate residential development that would attract the income level they are interested in for employment. She summarized that land use is the most important topic for the Task Force. It dictates implementation, zoning, incentives, and which investors will be interested in these areas.

Michael Fernandez said that 80% of southern Scottsdale is single or multi-family residential. That dictates the land use, which to him is local.

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Virginia Korte requested that they consider how to accommodate the regional and local appeal. She urged that the Task Force needs to make a decision on this, because so many other things will be based on this decision going forward. Kit Weiss said this will help as they talk about specific projects later on if they know whether they will have regional appeal.

Chairman Sadvary commented that they need to look at both local as well as regional because of the loss of sales tax revenue with the departure of the car dealerships. The City needs to replace at least some of that.

George Adams asked whether south Scottsdale is regional or local, opining that the discussion may be hung up on semantics. Tom Mason concurred.

Jay Petkunas told the meeting he was struggling with the question of local versus regional focus. He felt the question is much more detailed: Do they want to stimulate creating a regional draw, and how can that be done? The second question is: Do they want to stimulate local development and how can that be accomplished? Tom Mason said that he understands what Mr. Petkunas is saying, and his frustration. However, they need to be realistic. Market forces will take care of everything.

Wendy Lyons moved that the Task Force look at ways to optimize both local and regional growth in a unique way in whatever area it is accountable for. Tom Mason seconded the motion, which carried by a vote of thirteen (13) to zero (0).

Question 4 is what are the top three areas Scottsdale should capitalize on in terms of proximity? Kit Weiss noted that option G is "all of the above." Speaking as a Downtownambassador??, Sonnie Kirtley said the importance of doing all of the above is that people come to the area with different interests and needs. Separate materials can be provided to satisfy different people and marketing can be targeted accordingly. The size of the area is also a factor that plays into this approach.

Jay Petkunas said he is struggling with this because he feels it is too broad; there is a danger that the Task Force will say yes to everything. They should prioritize the options. Chairman Sadvary agreed. The original charge of the Task Force was to determine how the area should be marketed as a place to live and work. He suggested putting a word by each of the assets to suggest how each one benefits the area. This would be more meaningful for City Council than telling them that south Scottsdale is near to Sky Harbor.

Tom Mason started by saying that all the assets benefit because of proximity. Wendy Lyons said that starting from Chairman Sadvary's words, the benefit with regard to the airport is accessibility to the area. SkySong is a business and residential opportunity. Recalling that the City invested \$80 million in SkySong, Michael Fernandez said he could not understand why they are not now capitalizing on it. SkySong should be ranked first because it is so important and is at the heart of the area under discussion. Jeremiah Foster concurred.



Michael Fernandez continued that Downtown Scottsdale is the regional draw and should be ranked second; Sky Harbor should be third. Virginia Korte disagreed. Eric Larson said he would assign higher priority to some of the other job creation areas, such as ASU, the Salt River Pima/Maricopa Indian Community, and the 101 corridor. These should be ranked higher than Downtown Scottsdale.

Ed Gawf said he would put SkySong/General Dynamics as the first priority. George Adams confirmed that about 4,300 employees work at General Dynamics on McDowell Road. Mr. Gawf said the benefit is major employment center. He pointed out that they want to distinguish between assets in the area and areas that could contribute to the revitalization of the area. Ms. Korte told Ms. Weiss that the other Task Force members had covered her thoughts. Chairman Sadvary said he liked the way Mr. Gawf divided this, because SkySong, Papago Park, and the McDowell corridor can be described as anchors. The area can capitalize on its proximity to the airport, ASU, and Downtown Scottsdale.

Recalling an earlier presentation about the under-use of the canal, Wendy Lyons said that consideration of the canal is missing and should be added. Ed Gawf told Kit Weiss that he is still trying to do the prioritization. His second priority would be Downtown Scottsdale and the Scottsdale Road corridor connecting Downtown with the area. Since Downtown is so successful, it is vital to ensure that the corridor is strong. Ms. Weiss said she heard two groupings. The anchors have been grouped together and ranked. Leveraging the area's proximity to various other places is a separate grouping.

Ed Gawf inquired how they could leverage proximity to the Salt River Pima/Maricopa Indian Community. Eric Larson recalled that the presentation mentioned joint ventures with the Community in the area of Pima Road and McDowell. Car dealerships might relocate there. Mr. Gawf said he understands how it benefits the Indian community, but what is the benefit for south Scottsdale? Wendy Lyons asked Dave Richert about his presentation regarding working with the Community. Mr. Richert said the proposal is to work with the Indian Community, doing roadway and drainage improvements. They have entered into an intergovernmental agreement with the Salt River Pima/Maricopa Indian Community. Both councils voted unanimously in favor of this project. If the Indian Community would make land available to attract businesses, the City would work with them to get financing for their improvements. The land would become more valuable, and Scottsdale would benefit. Potentially the City Economic Vitality Department could work with the Community to lease land to businesses. If the car dealerships located on Community land along the freeway, the City and the Community could arrange to share the sales tax without having to pay a portion of it to the State. He and Mr. Stewart have spent time working on this initiative with the Community and a businessperson has expressed interest in building a turnkey operation. They also think it is time to look for proposals for the land adjacent to SkySong. There is a potential for new use such as a small conference center. They are investigating the potential to amend the legislation to allow the City to partner with the Community. Mr. Gawf summarized that the City could capitalize on its proximity to the Indian Community through revenue sharing. He said that that is the only benefit he can see, and it should be noted.

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Michael Fernandez pointed out that the revenue sharing is not definite. Dave Richert agreed. Jim Atkinson thanked him for shedding light on the situation with the Indian Community with information that the Task Force members were not privy to. He pointed out that they had wasted 15 minutes discussing their opinions, yet Mr. Richert's two minutes of information had told them what they need to know.

Saying that he owns property at Scottsdale Road and Thomas, Jim Atkinson recalled a meeting when Virginia Korte was asked what her plans are, and she declined to answer. He asked her if she would consider sharing her plans for her large property. Ms. Korte said the corner of Scottsdale Rd and McDowell is critical to the redevelopment of this area. There is excess retail and office space in the area, and housing is not viable, so today she cannot say that she has a plan. Her tenants are producing tax revenue for the City and a little rent, but until the economy turns around, like other property owners, she has to wait.

Kit Weiss summarized that the Task Force sees anchors as the priority for capitalizing on. SkySong, Papago Park, and Downtown Scottsdale have been identified. She asked if they wanted to identify those three as anchors of equal importance, with other things as priorities because of their proximity. Chairman Sadvary said he thought they were talking about what the actual benefits are. He reminded the Task Force of the Botanical Gardens. As discussed previously, the potential to create something similar to Balboa Park exists with the Botanical Gardens, Zoo, and Papago Park, which would be a gateway for the region that would attract people into the area. Jeremiah Foster remarked this would be a world-class amenity.

Wendy Lyons reminded everyone about the canal. After discussion, Virginia Korte suggested coupling that with the green belt.

Ed Gawf said it is good to discuss how they might capitalize on the various assets. They are all important. He was struggling with how to make the best use of Papago Park. Wendy Lyons recalled that Dave Richert had talked about the possibility of acquiring property in the Papago Park neighborhood. Mr. Gawf asked whether the gateway from Phoenix into Scottsdale is on McDowell Road or Galvin Parkway. Ms. Lyons said both. Mr. Gawf asked how they can create a Scottsdale gateway. He requested traffic counts for both streets, and staff undertook to obtain them. Ms. Weiss said that at some point the Task Force will have to revisit this and identify how to capitalize on the streets.

Tom Mason asked who owns that land and how realistic is it to think that Scottsdale could acquire it. Mark Hunsberger said the Buttes are owned by the City of Phoenix and the National Guard land is on the far side. Mr. Mason inquired whether Scottsdale is encroaching on the National Guard in any way. Erin Perreault said what was presented to the Task Force previously was the concept of preserving the Butte and making it the gateway into Scottsdale from Phoenix. They also discussed rerouting McDowell Road slightly, although apparently the National Guard feel this might constitute encroachment. Nancy Cantor said that deannexation is an attractive possibility. Kit Weiss added that if it works, it could be viable in making the area more vibrant at night. Ed Gawf asked how does it change anything for the park to be

owned by Scottsdale instead of Phoenix? If Scottsdale owns Papago Park the City would be responsible for the maintenance expenses. Ms. Weiss reminded everyone that this question was to help them identify priorities, not figure out all the details. More work will be needed in future.

Kit Weiss summarized the top priorities as SkySong, General Dynamics, and Downtown Scottsdale. The other areas are still important and the Task Force needs to look at ways to capitalize on them. Tom Mason pointed out that they had added items to the list. Ms. Weiss suggested making a general statement that these are all important areas, but they understand what the anchors are. Virginia Korte said that the Salt River Pima/Maricopa Indian Community was ranked as the third anchor. Jim Atkinson and others concurred. Discussion ensued. Ed Gawf gave the ranking of SkySong/General Dynamics, Downtown Scottsdale, the Salt River Pima/Maricopa Indian Community, and ASU. Ms. Korte suggest the Zoo/Botanical Garden/Papago Park area should be ranked fifth, as a recreational amenity. The canal is sixth, and Sky Harbor Airport is the last priority. Mr. Gawf said they could capitalize on the airport with industries or good office space close to it. Jay Petkunas agreed that is part of the marketing aspect.

Ed Gawf asked Kit Weiss whether they had discussed questions 3.c and d. She replied that they discussed that developing a regional appeal also helps the local area. Mr. Gawf said he felt the questions referred to specific land uses. He wanted to be sure that at some point the Task Force would talk about land uses in the area. Ms. Weiss asked whether they wanted to discuss this right now. Jeremiah Foster wanted to know if the point of this discussion would be to identify specific land uses for various areas, or just to identify land uses for the area without specifying exact locations. Mr. Gawf said it could be both. He believes they should focus on retaining existing car dealerships. Sales tax revenue from these was as high as \$10 million three years ago and by 2008 this had dropped to \$6 million. Mr. Foster said he asked the question because rather than trying to pin land uses down to specific areas, he would prefer to specify which land uses the Task Force does not want to see. Mr. Gawf told him that both approaches are legitimate topics. Mr. Foster cautioned there are so many potential uses that they could easily spend a whole day discussing land use. Deciding which uses are inappropriate would be more efficient. Mr. Gawf explained that he was thinking of land use in a broader sense. Saying that he completely agreed with Mr. Gawf's thought process, Mr. Foster pointed out how long tonight's discussion had been. Ms. Weiss said the general idea is to recommend to City Council how to direct staff on moving forward. It may not be necessary to identify specific land uses.

Jeremiah Foster asked Chairman Sadvary whether the tenure of the Task Force is limited, or whether it will continue into the future to monitor progress. Chairman Sadvary said his understanding from reading the resolution is the report will be presented to City Council on February 9. Their charge is to tee up City Council and staff to take over. At that point his expectation is that the Task Force would either dissolve or play a monitoring role. His intention is to complete the report. He reminded everyone that the charge is to determine how the area should be marketed as a place to live and work. He felt the Task Force was getting into too much detail. Rob Millar clarified that Council wants to hear the initial recommendations of the

Task Force. Council may give them direction once the report is presented. He acknowledged that land use is a very difficult question to answer because there are so many unknowns.

Jeremiah Foster inquired what the impetus is to provide something in March. Rob Millar told him that when the Task Force was created, the Task Force was asked to deliver initial recommendations on January 1. Mr. Foster asked how similar that is to other task forces. Erin Perreault said the Downtown Task Force has four specific items to address. There is no sunset date in the resolution that created that Task Force. Chairman Sadvary recalled that most members of the Task Force were called to the Mayor's office a couple of months ago to show the momentum. He noted that \$3 billion has been invested in Downtown Scottsdale, so this Task Force needs a greater sense of urgency. They need to do whatever they can to provide Council, staff, and businesses with a framework and a context to revitalize south Scottsdale. Noting that he did not disagree with him, Mr. Foster said he is not sure that the Task Force will be able to deliver a document that represents what Council wants to see, given that they only have a very few more hours of meeting time. Chairman Sadvary asked if Mr. Foster was suggesting an extra meeting. As of now they have four more hours on the 14th and the 28th. Jay Petkunas opined that they are getting too detailed. Mr. Foster summarized that it comes down to expectations. If City Council expects the Task Force to provide a blueprint for what should happen on McDowell, they are on the right path. If Council expects a one-page executive summary about the vision for McDowell Road, they should take a higher altitude perspective in order to use their time productively. Tom Mason asked him if he feels the Task Force has gotten off its charge. Kit Weiss pointed out that the Task Force has agreed that the area needs to be branded, and needs both a regional and a local focus. They have agreed on the area anchors. These are big-picture decisions that provide guidance for staff.

Virginia Korte suggested treating the three pages of questions as a survey. Each Task Force member could respond in writing to the City, then staff could tally the responses and bring them to the next meeting. That way the Task Force can discuss the most interesting questions in greater depth. Chairman Sadvary agreed and suggested reviewing the Mayor's charge. He quoted from the letter. Noting that they are allowing 15 minutes for public comment tonight, Chairman Sadvary requested that the minutes for this meeting closely reflect what they agreed to relative to shared vision and the first four questions. As Jeremiah Foster said, if they continue at their current pace, the work will not be completed. He felt they need to discuss in more general terms. He added that in his opinion, this meeting was more productive than others are feeling. The specifics they have agreed on will give a framework and general direction to Council. Next Thursday they could schedule another meeting between then and January 28 if necessary.

Wendy Lyons inquired if there is a problem with each Task Force member individually answering each of the questions and having staff tally the responses. Chairman Sadvary agreed that it would be helpful for everyone to do that. Kit Weiss suggested that they also review the decisions made today. Task Force members agreed to answer the questions they did not discuss. Rob Millar directed everyone to answer the questions and send their responses directly to him for compilation, in

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order to comply with the Open Meeting Law. They need to respond by January 11 or 12 so that the tally can be ready for the 14th. Chairman Sadvary asked staff to contact the two absent members so that they can get up to speed.

Jeremiah Foster asked for a draft of the shared vision statement. Chairman Sadvary directed staff to draft that as soon as possible. Sonnie Kirtley recalled that at a previous meeting they had discussed holding an open house for the public to look at their interim recommendation. Rob Millar told the meeting that an open house is scheduled for January 21 from 8:30 to 10:30 a.m. and from 5:00 to 7:00 p.m. A morning meeting for 50 property owners is also scheduled at 7:30 a.m. that day, which is intended to encourage the business owners to meet with the Economic Development subcommittee of the City Council and the City Manager. Task Force members are encouraged to attend.

**3. Public Comment (A.R.S. § 38-431.02(K))**

Nancy Cantor said she is hearing many questions about what information the Task Force is using as they go through the decision-making process. She noted that almost 200 people participated in the south Scottsdale Community Planning Area process. Documents were produced that give an idea of community concerns and visions. It is critically important that all Task Force members be familiar with these documents. This community has been through an awful lot. In 2003 she was designated to appeal to the City to create a vision and guidelines that developers can work with. An awful lot of work went into the south Scottsdale study.

Norwood Sisson asked how many business property owners from the area are involved in the Task Force, other than Virginia Korte. He suggested that business people are not paying any attention to what the Task Force is doing. The City of Scottsdale never discusses the legitimate purpose of government. Are they going to sit around and tell property owners what to do? Property owners fear that redevelopment plans will lead to seizure of their property. Flexibility means that there is no planning or zoning. These only exist he opined in order to be changed. The businesses at SkySong do not have to pay for the property they are using. He urged that the City Council and planners should get real and have a level playing field so that everyone knows what the rules are and no one benefits from subsidies.

Margaret Sullivan told the meeting the enterprise incubators at SkySong should be emphasized. This is a good marketing point that would gain favorable attention in the media. She recently formed the Community Angels Development Institute, which she hopes will become a 501(3)(c) non-profit organization. They are concerned with housing for veterans and public servants. She would love to see an enterprise zone in association with the Salt River Pima/Maricopa Indian Community.

**4. Identification of Future Agenda Items**

Chairman Sadvary reminded everyone that the next meeting is on January 14 at the same location.

APPROVED

**ADJOURNMENT:**

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 10:00 a.m.

Respectfully submitted,  
A/V Tronics, Inc. DBA AVTranz

APPROVED